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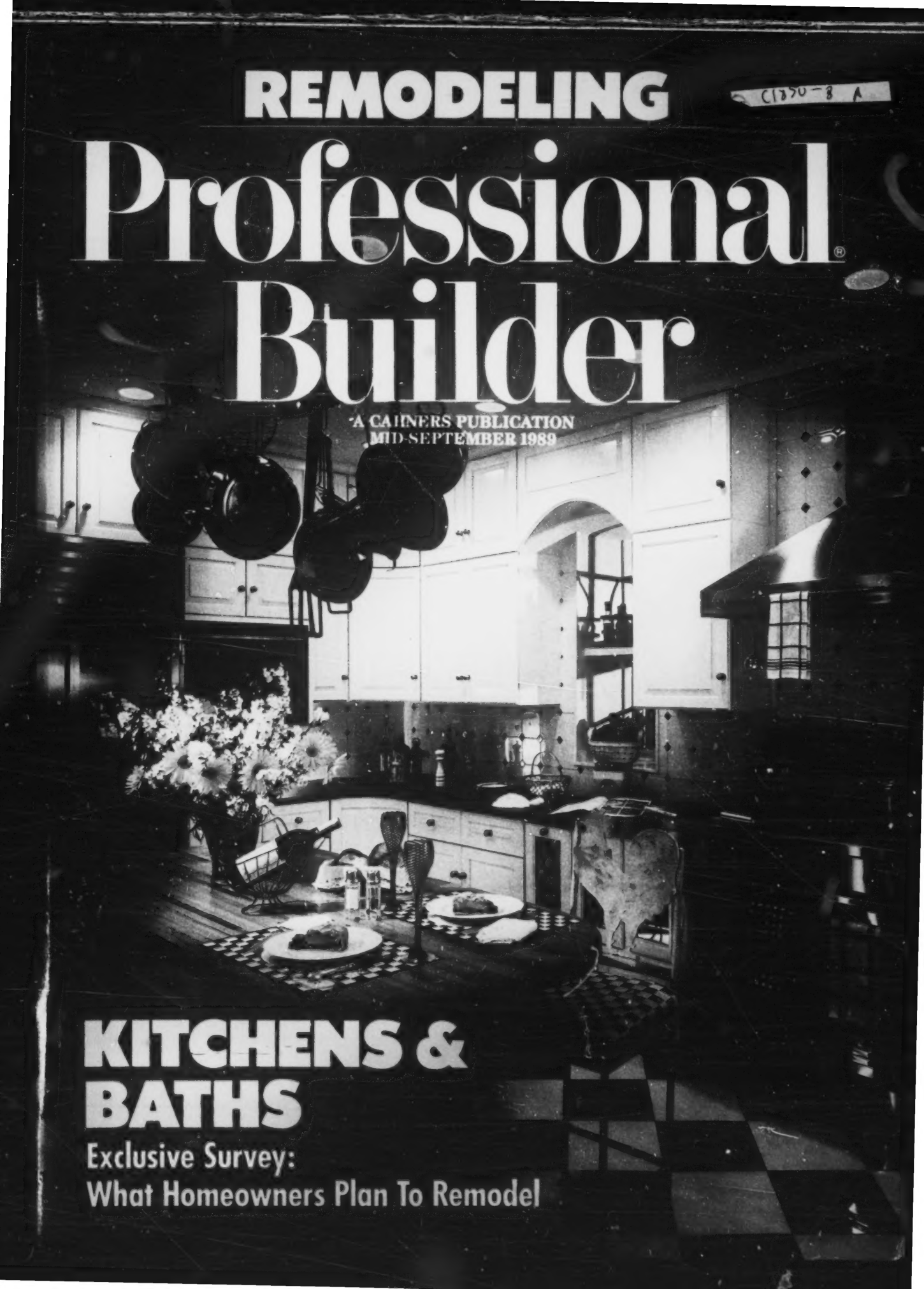
# REMODELING

# Professional Builder®

A CAHNERS PUBLICATION
MID-SEPTEMBER 1989



## KITCHENS & BATHS

Exclusive Survey:
What Homeowners Plan To Remodel

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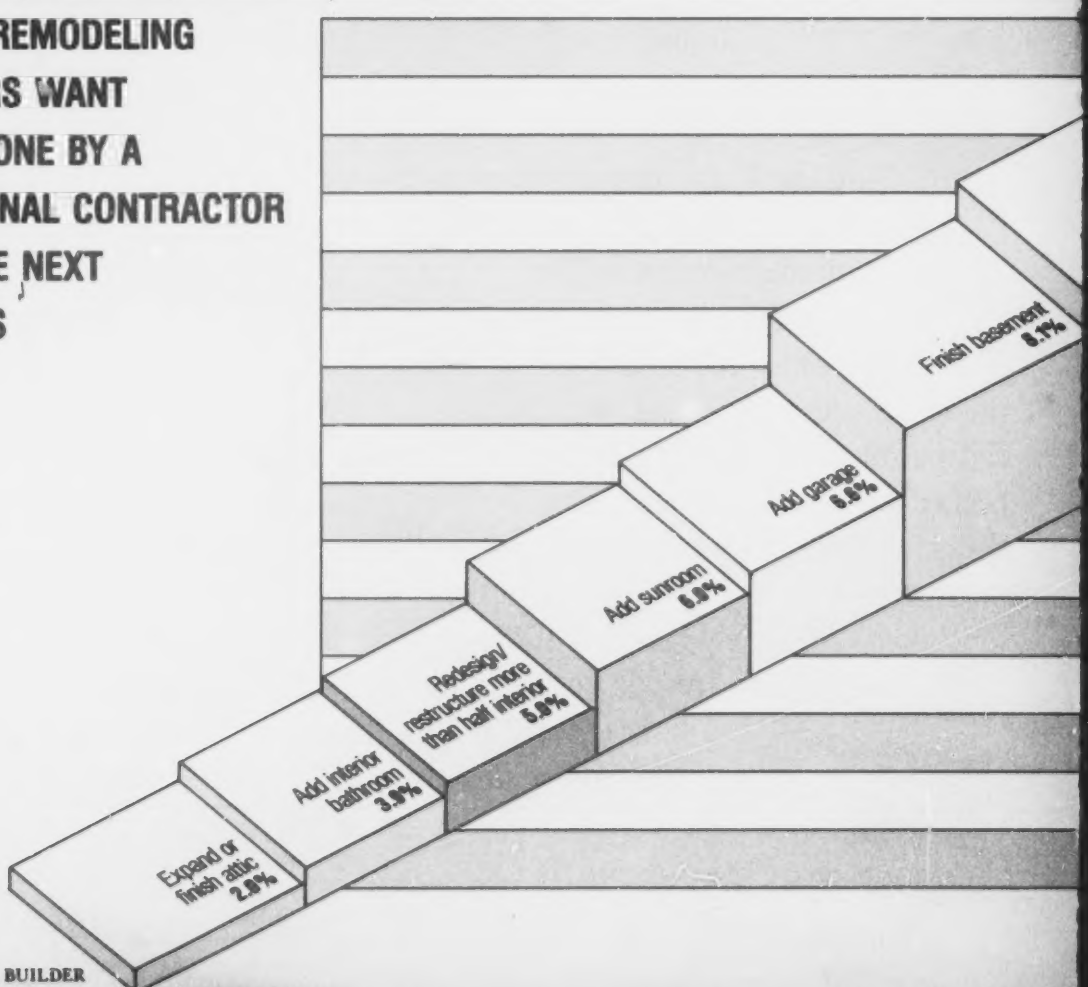
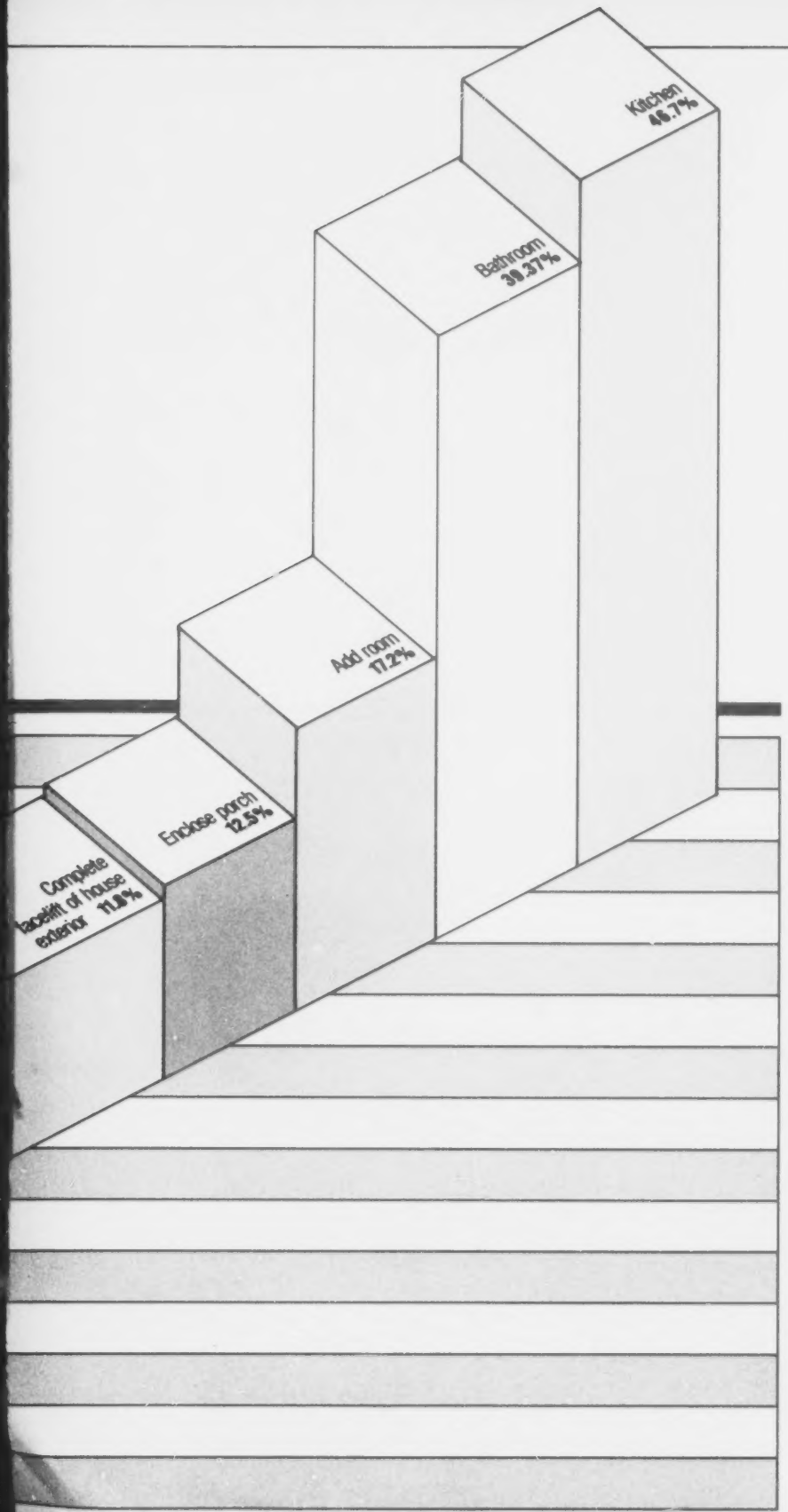
# WHAT DO THEY WANT?

## AN IN-DEPTH LOOK AT HOW HOMEOWNERS PLAN TO REMODEL THEIR HOUSES

By Christina Farnsworth, Senior Editor

**TYPES OF REMODELING CONSUMERS WANT TO HAVE DONE BY A PROFESSIONAL CONTRACTOR WITHIN THE NEXT 12 MONTHS**


Expand or finish attic 2.8%
Add interior bathroom 3.9%
Redesign/ restructure more than half interior 5.8%
Add sunroom 6.8%
Add garage 6.8%
Finish basement 8.1%




What do homeowners want from a remodeling contractor? And what do homeowners want their remodeled home to look like?

*Professional Builder* asked these questions and more of homeowners who said that they planned to remodel their home and planned to hire a professional firm (rather than doing it themselves).

Their answers to all the questions are instructive. Their answers provide a clear picture of their expectations of the cost and time it takes to remodel. Their answers provide insight into how they select a contractor. And their answers reveal who is most likely to be a prospect for a major home remodeling or room addition project. Remodelers can use these responses to write their business plans for the coming year.

This is a landmark survey. *Professional Builder* is the first business magazine to document the needs, wants and preferences of consumers interested in remodeling. National Family Opinion Inc., a nationally recognized consumer research company, Toledo, Ohio, conducted the survey for PB.

But first they had to create a data base of consumers interested in remodeling. NFO queried 40,000 households. Approximately 5.5 percent of these households expressed interest in remodeling in the next 12 months. Then NFO sent out 1589 questionnaires to these qualified households and approximately 80 percent of those queried returned their surveys.

There were 819 usable responses from homeowners who

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Complete copies of this exclusive 201-page *Professional Builder* consumer remodeling study are available for $395. Send check or money order to: *Professional Builder*, Post Office Box 5080, Des Plaines, Ill., 60017-5080.

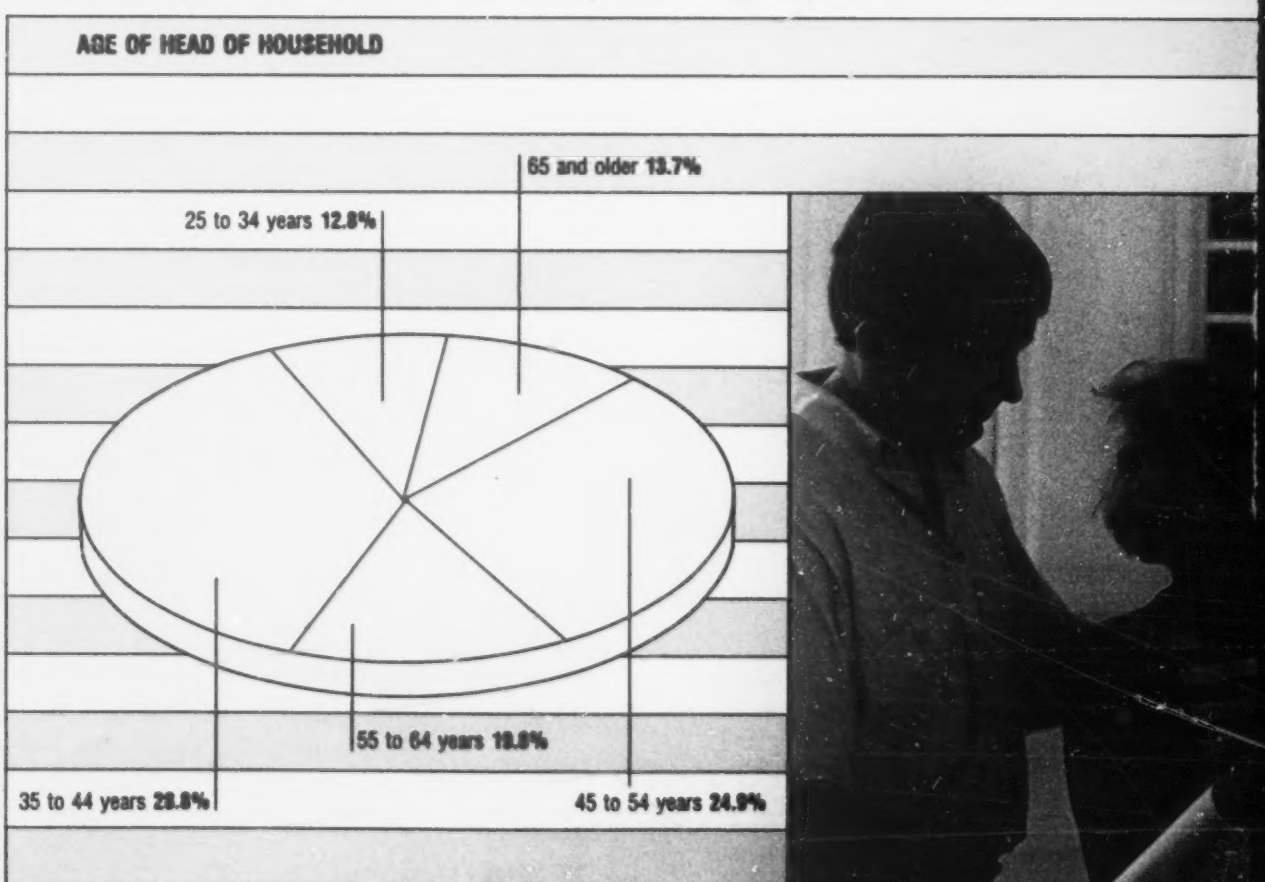
## Five criteria help contractors find houses ripe for remodeling

said they definitely intend to hire a professional firm within the next 12 months. (Some responses were disqualified because respondents had just finished a remodeling project or because they were not planning to hire a professional.)

Complete survey results report answers by region of the country, family size, age of the head of household, age of the house, size of the house, length of ownership, market value of the house and household income.

Only some of the survey results are published in this 18-page special report. More results will be printed in future issues of *Professional Builder*.

The survey shows that there is no place like home, albeit the old homestead could stand a little remodeling, respondents admit. The room most likely to be remodeled



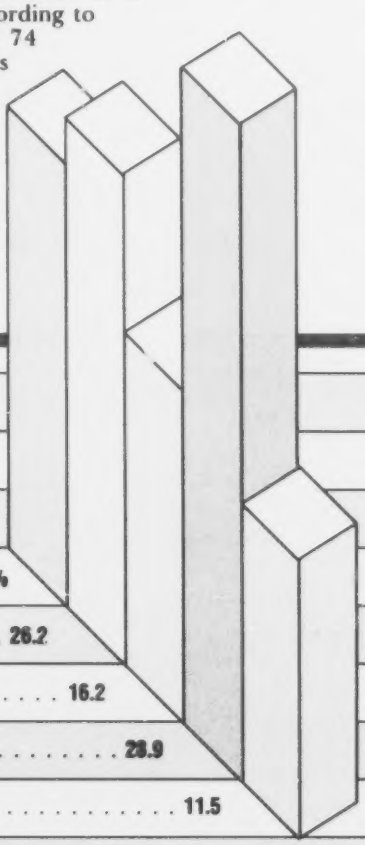
is the kitchen followed by the bathroom. But the job that generates the most revenue is a room addition.

Who plans to remodel? Median age of survey respondent is 48 (half are older, half are younger). The mean income of all respondents surveyed is $49,632.

Remodelers can look at five criteria to determine whether a homeowner is likely to remodel or not. Best bets for remodeling of any kind are:

- Owners of single-family homes. More than 92 percent of those surveyed live in single-family detached houses.
- Households with high incomes. Slightly more than 60 percent of respondents earning more than $100,000 a year plan on remodeling their kitchens.
- Large households. Just 16 percent of survey respondents live alone.
- Older homes. Owners of older homes tend to remodel a kitchen or bath or add a room. Owners of newer homes tend to finish basements and enclose porches.
- Large homes. On average, those surveyed live in a 1923-square-foot house.

The most expensive homes tend to be in metropolitan areas of 2 million or more, according to the survey. Almost 74 percent of houses with a market value between $200,000 and $299,999 and 87.9 percent of those with a market value of $300,000 or more are in metro areas of 2 million or more. In rural areas,



**MEAN INCOME OF HOUSEHOLD**

| | |
|---|---|
| Less than $24,999 | 25.7% |
| $25,000 to $39,999 | 26.2 |
| $40,000 to $49,999 | 16.2 |
| $50,000 to $74,999 | 28.9 |
| More than $75,000 | 11.5 |

**CITY SIZE**

| | |
|---|---|
| • Non-rural area | 21.2% |
| • 50,000 to 499,999 | 18.1 |
| • 500,000 to 1,999,999 | 17.5 |
| • 2,000,000 and over | 43.2 |

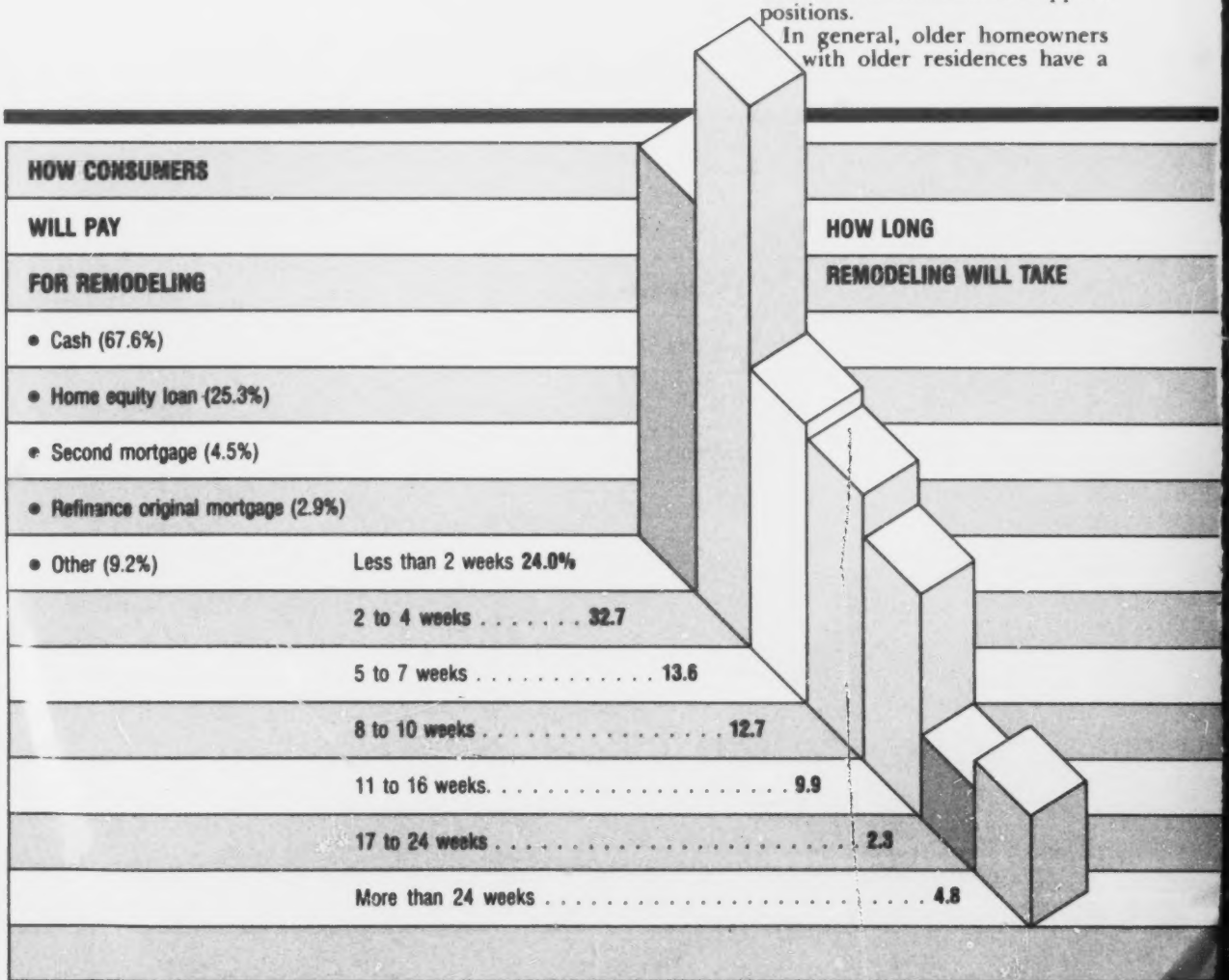
## Compare estimates with what homeowners expect to spend for remodeling

42.9 percent of the households said their home's market value is less than $65,000.

As might be expected, 55.5 percent of households with an income between $55,000 and $99,000 and 72.9 percent of those making $100,000 or more live in the largest cities.

Remodeling prospects tend to hold white-collar jobs. Nearly 34 percent of the male heads of households hold managerial and professional jobs and 12.6 percent hold technical, sales and administrative-support jobs. Among female heads of household, slightly more than 28 percent hold managerial and professional positions and 25.3 percent hold technical, sales and administrative-support positions.

In general, older homeowners with older residences have a


HOW CONSUMERS
WILL PAY
FOR REMODELING
• Cash (67.6%)
• Home equity loan (25.3%)
• Second mortgage (4.5%)
• Refinance original mortgage (2.9%)
• Other (9.2%)
HOW LONG
REMODELING WILL TAKE
Less than 2 weeks 24.0%
2 to 4 weeks . . . . . 32.7
5 to 7 weeks . . . . . 13.6
8 to 10 weeks . . . . . 12.7
11 to 16 weeks. . . . . 9.9
17 to 24 weeks . . . . . 2.3
More than 24 weeks . . . . . 4.8

greater interest and desire to remodel. Nearly 42 percent of respondents have lived in their homes for 15 or more years. And of those living in their homes that long, slightly more than 80 percent are 50 years or older. In homes where the head of the household is 60 or older, 26.5 percent are one-person households and 53.1 are two-person households.

Although respondents aged 60 and older are more likely to live in the largest houses (36.1 percent live in houses larger than 2600 square feet), they are also more likely to live in the smallest houses (43.2 percent live in houses less than 1200 square feet). Moreover, 51.9 percent of those earning less than $25,000 a year are more than 60 years old.

The largest segment of survey respondents (36.3 percent) live in two-person households. Slightly more than 20 percent live in three-person households; 15.5 percent live in four-person households and 11 percent live in households of five or more. Sixteen percent of respondents live alone.

Those who live alone are more likely to live in houses with a market value of less than $65,000 (26.1 percent), and in houses that are smaller than 1200 square feet in size (31.5 percent). Among singles, 36.3 percent have a household income less than $25,000.

Even those who live alone in small houses want and need to remodel. They want the same remodeling projects

| MEDIAN PRICE CONSUMERS EXPECT TO PAY | |
|---|---|
| Add a room | $15,000 |
| Redesign/restructure more than half interior | $8500 |
| Add a sunroom | $5550 |
| Remodel kitchen or add garage | $5000 |
| Complete exterior facelift | $4675 |
| Add interior bathroom or finish basement | $3000 |
| Enclose porch | $2500 |
| Expand/finish attic | $2250 |
| Remodel bathroom | $2000 |

done as more affluent respondents living in larger households. The key difference is the smaller budget that such one-person households can bring to the project.

For older women living alone, the remodeling may be necessary so that they can continue to live alone.

Older homeowners are more likely to pay cash for remodeling work; 81.4 percent of those older than 60 will pay cash. Other means of financing remodeling jobs include: home improvement loans, from company-sponsored credit unions or 401K plans and money borrowed from relatives.

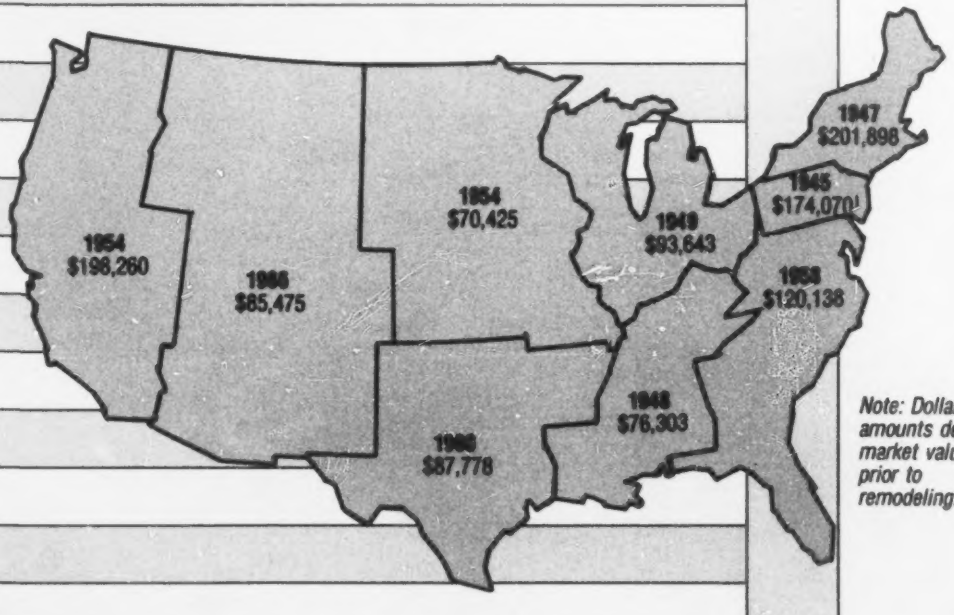
Those surveyed expect that, on average, their remodeling job will take 6.4 weeks. Given that expectation, remodelers are advised to be straight forward with homeowners when jobs actually will take much longer.

As reported previously, kitchens and bathrooms account for the bulk of remodeling activity that homeowners expect to undertake in the next 12 months. About 17 percent will add a room; almost 13 percent will enclose a porch and nearly 12 percent will give the exterior a complete face lift.

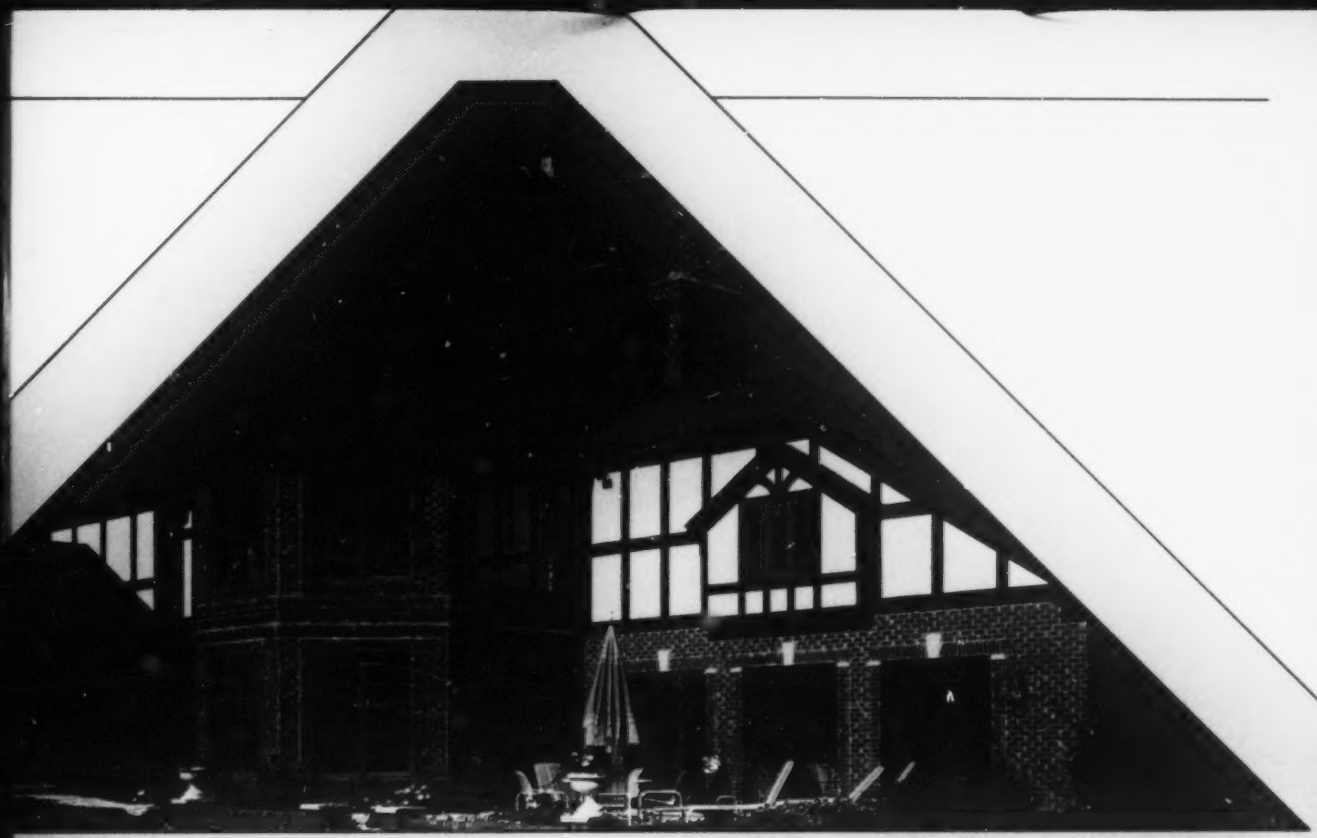
Less than 9 percent will finish a basement, add a garage, add a sun room or restructure more than half of the home's interior. Less than 5 percent will add a bathroom (rather than remodel an existing one) or finish their attic. The newer the home, the less interest homeowners have in remodeling

**AGES OF HOMES BY REGION**

**IN THE UNITED STATES**




*Note: Dollar amounts denote market values prior to remodeling.*



### MARKET VALUE OF HOME PRIOR TO REMODELING

- Less than $65,000 **24.9%**
- $65,000-$99,000 **24.5**
- $100,000-$199,000 **28.5**
- $200,000-$299,000 **14.0**
- $300,000 and up **8.1**

### SIZE OF HOUSE BEFORE REMODELING

| Square feet | % of respondents |
|---|---|
| Less than 1000 | 4.9% |
| 1000 to 1199 | 9.7 |
| 1200 to 1499 | 14.7 |
| 1500 to 1799 | 18.5 |
| 1800 to 2199 | 20.9 |
| 2200 to 2599 | 15.2 |
| 2600 to 2999 | 8.3 |
| 3000 or more | 7.8 |

### HOW LONG HOMEOWNERS HAVE LIVED IN HOUSE

- Less than one year, **5.2%**
- 1 to 2 years, **6.5%**
- 3 to 5 years, **17.1%**
- 6 to 10 years, **14.7%**
- 11 to 14 years, **14.4%**
- 15 or more years, **42.1%**

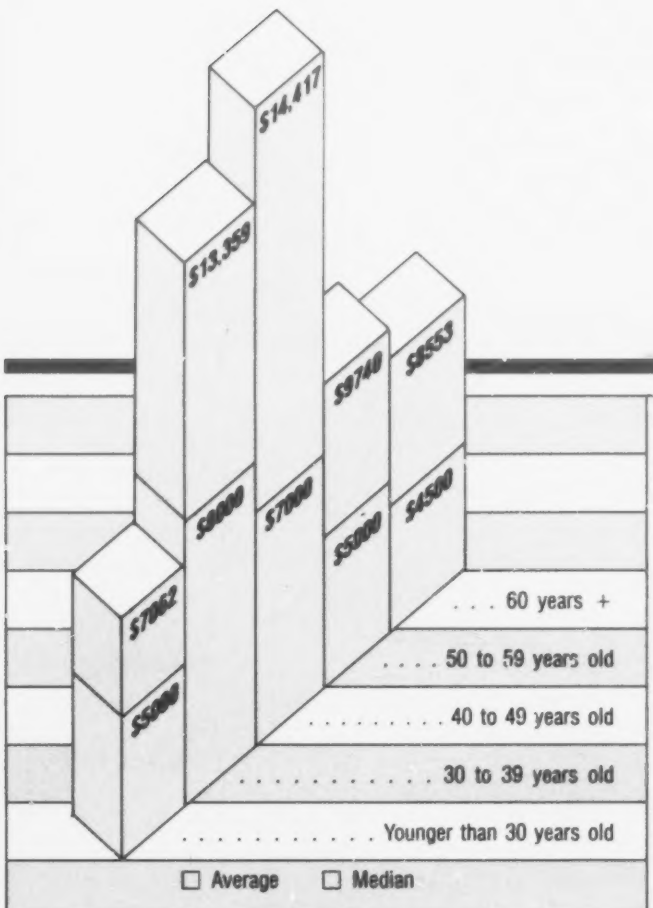
## Baby boom households plan to spend the most on remodeling projects

kitchens or bathrooms. Homeowners living in newer houses are more likely to finish a basement (32.8 percent) or enclose a porch (20.3 percent). Only 18.8 percent of those living in a house that is 8 years old or less plan to remodel their kitchens and only 15.6 percent plan to remodel their bathrooms.

On the other hand, nearly 50 percent of those living in houses 44 years old or older plan to remodel their bathrooms.

The higher the market value of the house, the more likely homeowners are to remodel the kitchen. More than 57 percent of those living in houses valued at $300,000 or more plan to remodel the kitchen but 44.8 percent of consumers living in houses valued at less than $65,000 also plan to.

Houses aged 9 to 15 years




**COST OF REMODELING PROJECTS BY MARKET VALUE OF HOME (in thousands)**

### ☐ KITCHEN

| | Less than $65 | $65-99 | $100-199 | $200-299 | $300 plus |
|---|---|---|---|---|---|
| Average | $3192 | $5057 | $7401 | $10,378 | $18,514 |
| Median | $2300 | $4000 | $5000 | $7500 | $10,000 |

### ☐ BATHROOM

| | Less than $65 | $65-99 | $100-199 | $200-$299 | $300 plus |
|---|---|---|---|---|---|
| Average | $1739 | $2151 | $3314 | $4679 | $7013 |
| Median | $1500 | $2000 | $2500 | $3250 | $4000 |

### ☐ ROOM ADDITION

| | Less than $65 | $65-99 | $100-199 | $200-299 | $300 plus |
|---|---|---|---|---|---|
| Average | $8139 | $15,736 | $15,179 | $35,281 | $36,545 |
| Median | $5000 | $10,000 | $15,000 | $26,250 | $25,000 |

### ☐ COMPLETE EXTERIOR FACELIFT

| | Less than $65 | $65-99 | $100-199 | $200-299 | $300 plus |
|---|---|---|---|---|---|
| Average | $7920 | $5369 | $5467 | $18,830 | $4125 |
| Median | $5000 | $4750 | $3000 | $6700 | $4500 |

### ☐ ADD SUNROOM

| | Less than $65 | $65-99 | $100-199 | $200-299 | $300 plus |
|---|---|---|---|---|---|
| Average | $5714 | $4450 | $9833 | $6763 | $11,5[illegible] |
| Median | $4000 | $4500 | $10,000 | $5750 | $11[illegible] |

seem prime candidates for room additions—30.1 percent of those surveyed living in such houses plan to add on.

How long homeowners have lived in their houses can determine the kind of job they will undertake. Those who have lived in their homes less than one year are more likely to finish the basement (21.4 percent) or attic (7.1 percent) or add a garage (21.4 percent).

Nationwide, 1961 was the median year in which homes of those surveyed were built (half were built before 1961, half were built after). More than half—53.3 percent of respondents—live in houses built between 1946 and 1973. Newest homes are in the Mountain states.

The median market value of all houses (before remodeling) is $100,783. But the survey found major variations in market value, depending on regions of the country. New England (50 percent) and the Pacific states (33.9 percent) have the most homes valued between $100,000 and $199,000.

There is a strong correlation between market value and size of home. Nearly 60 percent of respondents live in houses that are smaller than 1200 square feet and cost less than $65,000. On the other hand, 51.6 percent of homes larger than 2600 square feet have a market value of more than $200,000.

The median length of time respondents have lived in their homes is 11.9 years. More than 40 percent of homeowners surveyed have lived in their homes for 15 years or more. Length of time varies depending upon region. Home-

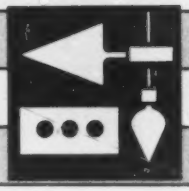
**EXPECTED COST OF REMODELING PROJECTS BY REGION**

**KITCHEN**

| New Eng. | Mid Atl. | East N.Ctrl. | West N.Ctrl. | South Atl. | East S.Ctrl. | West S.Ctrl. | Mtn. | Pac. |
|---|---|---|---|---|---|---|---|---|
| $7997 | $10,473 | $5202 | $3103 | $6410 | $3313 | $4315 | $7064 | $10,860 |

**BATHROOM**

| New Eng. | Mid Atl. | East N.Ctrl. | West N.Ctrl. | South Atl. | East S.Ctrl. | West S.Ctrl. | Mtn. | Pac. |
|---|---|---|---|---|---|---|---|---|
| $5790 | $4052 | $2161 | $1495 | $2124 | $2106 | $2320 | $1938 | $4376 |



**ROOM ADDITION**

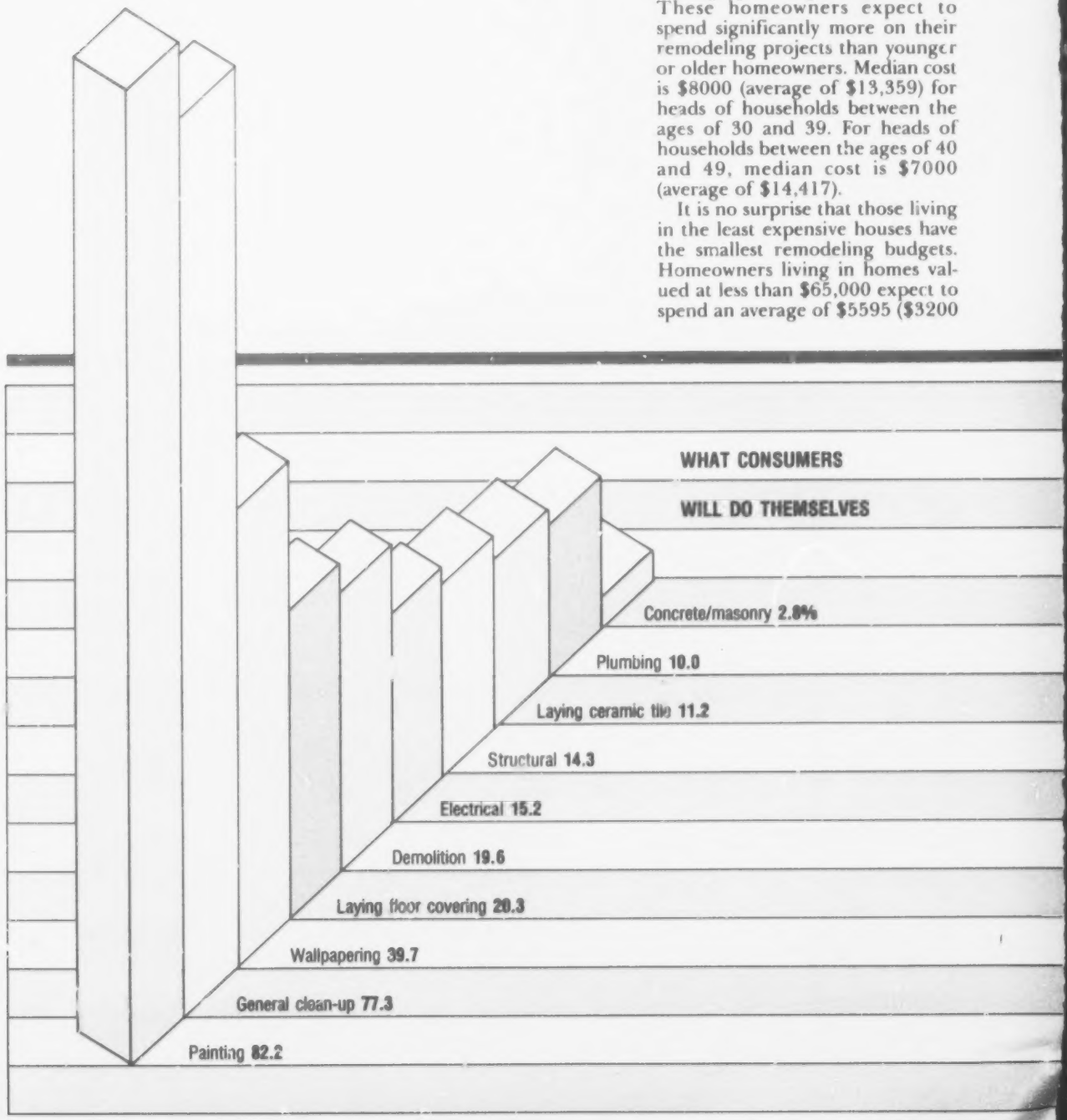
| New Eng. | Mid Atl. | East N.Ctrl. | West N.Ctrl. | South Atl. | East S.Ctrl. | West S.Ctrl. | Mtn. | Pac. |
|---|---|---|---|---|---|---|---|---|
| $23,287 | $28,579 | $23,350 | $12,400 | $18,638 | $12,167 | $4225 | $15,000 | $19,448 |

## Homeowners are willing to undertake the painting and the clean up

owners in the East South Central states have lived in their homes the longest; those in the Pacific and Mountain regions have lived in their homes the shortest.

Baby boomers are flexing their economic might. This is a lucrative demographic segment to court. These homeowners expect to spend significantly more on their remodeling projects than younger or older homeowners. Median cost is $8000 (average of $13,359) for heads of households between the ages of 30 and 39. For heads of households between the ages of 40 and 49, median cost is $7000 (average of $14,417).

It is no surprise that those living in the least expensive houses have the smallest remodeling budgets. Homeowners living in homes valued at less than $65,000 expect to spend an average of $5595 ($3200



median) on their home remodeling. Those living in the most expensive houses ($300,000 or more) have the largest remodeling budgets: an average of $28,504 ($15,000 median).

More than two-thirds of all consumers hiring a professional for their remodeling work will hire a builder/remodeler for the jobs. And 37.9 percent say they will hire a subcontractor, 11.4 percent will hire an architect and 12.5 percent will hire other types of firms. (Totals add to more than 100 percent because of multiple responses.)

Of households living in homes with a market value of $300,000 and up, more than three-fourths of consumers will hire a builder/remodeler.

Although those surveyed do plan to hire a professional to undertake the remodeling, slightly more than 53 percent of all survey respondents plan on doing part of the job themselves. Typical do-it-yourself projects are painting (82.2 percent) and clean-up (77.3 percent). Far fewer homeowners plan to tackle structural, plumbing, electrical or concrete work.

The tendency to hire an architect increases with household income and with a home's market value. Less than 2 percent of those with income less than $25,000 and homes with a market value under $65,000 would hire an architect. In contrast, 27.6 percent of those living in houses valued at more than $300,000 would hire an architect.

How homeowners select a remodeling firm is instructive. Word of mouth is the clear winner in how consumers choose their builder/remodeler. A little more

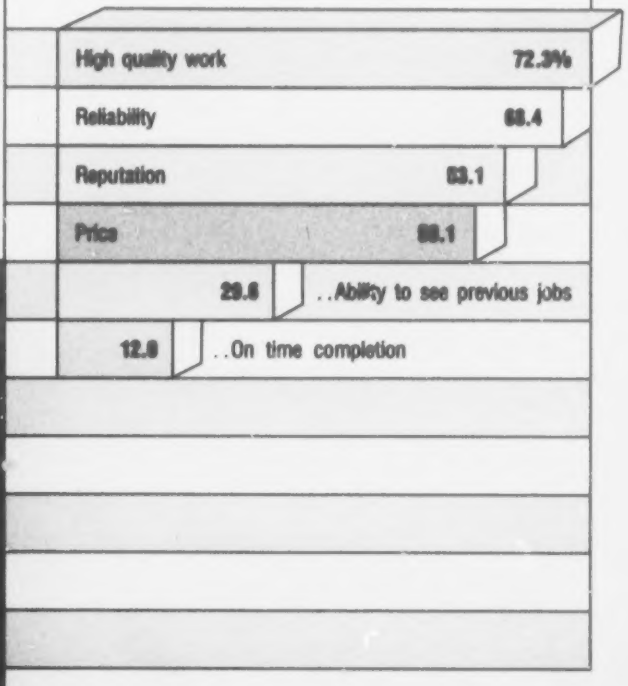
72.1%

OF CONSUMERS CHOOSE A BUILDER/REMODELER BY REFERRALS FROM FRIENDS

**WHO HOMEOWNERS WILL HIRE FOR THEIR REMODELING**

| | All | Home value $300,000 plus |
|---|---|---|
| Builder/remodeler | 67.3% | 75.9% |
| Sub-contractor | 37.9 | 51.7 |
| Architect | 11.4 | 27.6 |
| Other | 12.5 | 5.2 |

**HOW HOMEOWNERS SELECT A REMODELER**



## Homeowners have in mind a specific 'wish list' of kitchen products

than 72 percent of those surveyed plan to choose a builder/remodeler based on referrals from friends. Only 7.1 percent choose their remodeler by looking in the Yellow Pages or from newspaper ads. And survey results clearly show that phone solicitation (0.3 percent) and flyers under the door (1.5 percent) are the least effective ways for a builder/remodeler to solicit new business.

Other ways in which homeowners select a remodeling firm include attendance at trade shows, referrals from an architect or retail store or previous business with their builder/remodeler.

As is true in other service industries, quality is important in the remodeling business. People living in expensive homes and those with higher incomes say they are more sensitive to quality when it comes

**CHANGES HOMEOWNERS EXPECT TO MAKE IN THEIR REMODELED KITCHENS**

| | Total | Age of House (years) Less than 15 | 16 - 43 | 44 plus |
|---|---|---|---|---|
| Upgrade cabinetry | 81.7% | 75.0% | 86.1% | 75.2% |
| Upgrade appliance(s) | 62.6 | 57.5 | 62.6 | 65.7 |
| Increase cabinet space | 59.8 | 62.5 | 56.9 | 65.7 |
| Change the floor plan | 35.7 | 27.5 | 33.0 | 44.7 |
| Remove wall(s) | 20.8 | 20.0 | 19.1 | 24.7 |
| Expand outside foundation | 11.0 | 7.5 | 11.0 | 12.3 |
| Combine with dining room | 6.5 | 7.5 | 7.1 | 4.7 |
| Increase ceiling height to add volume | 5.6 | 10.0 | 5.2 | 4.7 |
| Combine with family room | 5.1 | 2.5 | 4.3 | 7.6 |
| Open to vaulted ceiling | 3.7 | 5.0 | 3.8 | 1.9 |

**NEW FEATURES CONSUMERS INTEND TO ADD TO THEIR REMODELED KITCHEN**

| | All | Home Value $200K plus |
|---|---|---|
| Lighting | 65.0% | 79.4% |
| Built-in appliances | 61.2 | 74.3 |
| Windows | 28.8 | 42.3 |
| Free-standing appliances | 26.2 | 22.0 |
| Door(s) to outside | 19.4 | 24.3 |
| Utility closet | 15.5 | 19.2 |
| Skylight | 13.9 | 16.6 |
| Breakfast nook | 13.3 | 11.5 |
| Walk-in pantry | 10.0 | 14.1 |
| Second range/oven | 10.0 | 17.9 |
| Laundry area | 6.1 | 3.8 |
| Dividing walls | 2.6 | 6.4 |

to selecting a builder/remodeler. Of consumers living in homes with a market value of more than $300,000, 81.5 percent based builder/remodeler selection on high-quality of work.

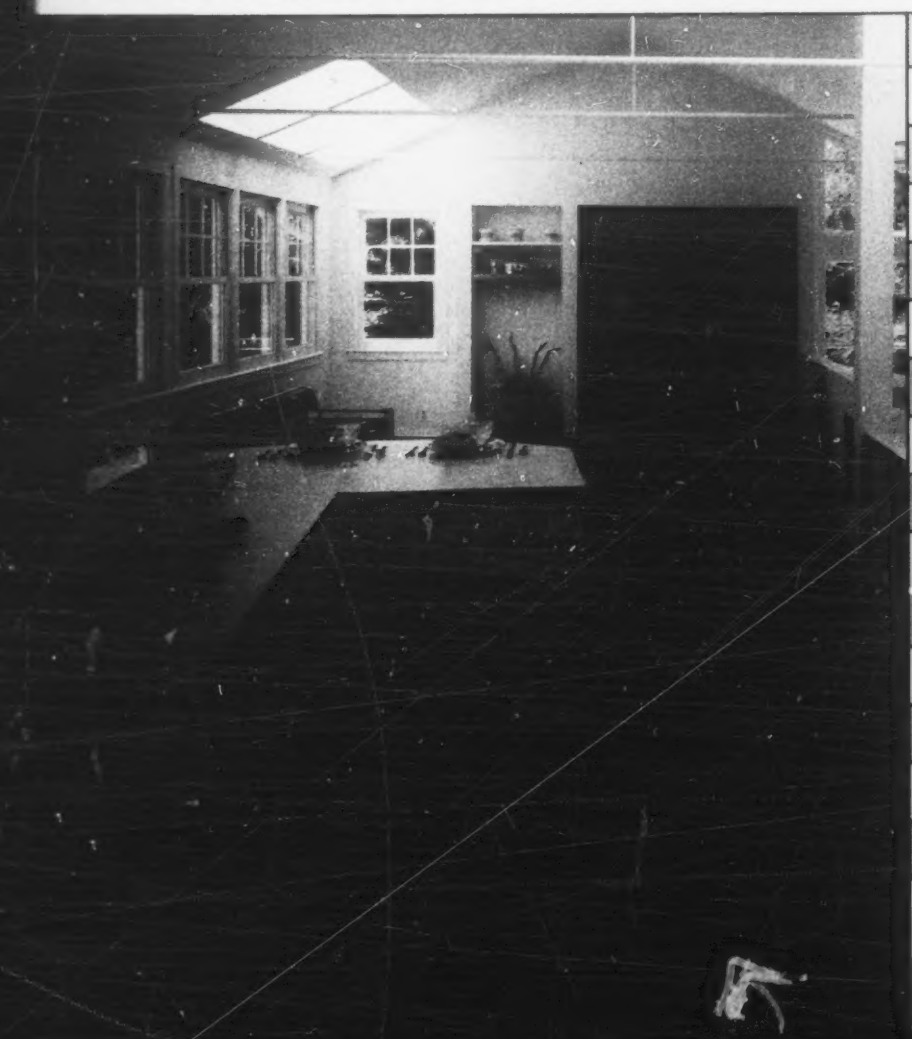
These same households are also less sensitive to price. Only 33.8 percent will choose their builder/remodeler based on price. Interest in the builder/remodeler's on-time completion also rises with market value and household income.

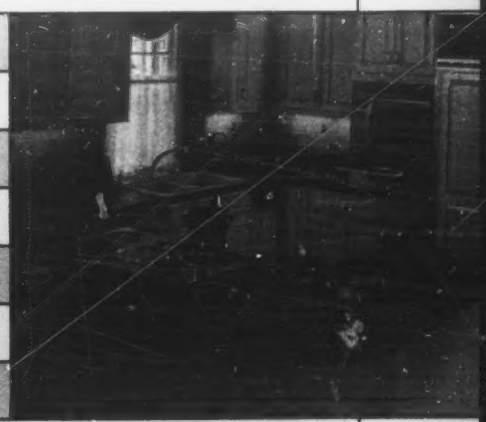
Homeowners do their homework when it comes to design ideas. Those surveyed found ideas in magazines (66.6 percent), in visits to friends' houses (50.9 percent) and from their builder/remodeler (30.7 percent). Only a few reported getting remodeling ideas from newspapers (15.9 percent) and interior decorators (8.3 percent).

The younger the head of the household, the greater the influence of their peers—75 percent of those under age 30 and 59.1 percent of those between 30 and 39 get their remodeling ideas from what they see in their friends' houses.

Magazines play a great role, especially among those high-income households living in larger, more expensive houses. More than 75 percent of those living in houses valued at more than $300,000 and in those larger than 2600 square feet got remodeling ideas from magazines.

Of those consumers who already had selected their builder/remodeler, approximately one-third said that the firm they had selected provided design service. Slightly less than 8 percent of the builder/





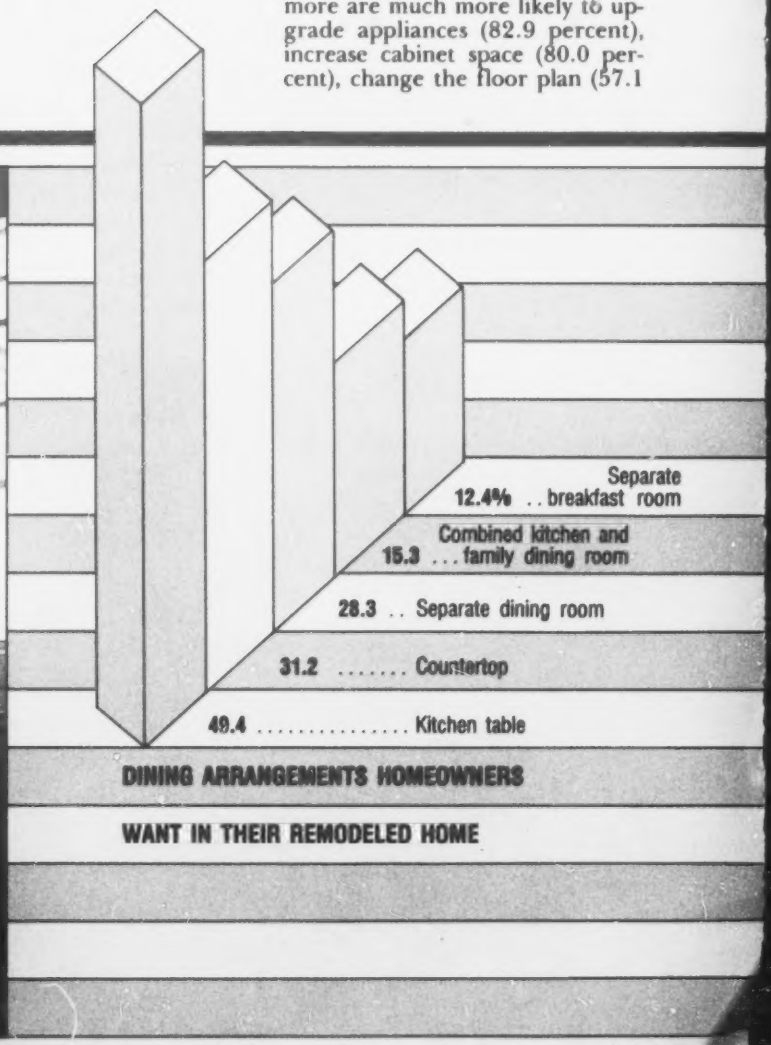
## Kitchens need to accommodate more than cooking tasks, homeowners say

remodelers selected by those surveyed offered a decorating service.

Households also look for more than remodeling services from the firms they select. Among higher-income homeowners, more than 40 percent selected builder/remodelers who also provide design services.

In the kitchen, most homeowners expect to upgrade their cabinets. A large number also intend to upgrade appliances and increase cabinet space in their new kitchens.

Consumers will be more likely to upgrade cabinets, appliances and floor plans in more expensive homes. Those living in houses with a market value of $300,000 or more are much more likely to upgrade appliances (82.9 percent), increase cabinet space (80.0 percent), change the floor plan (57.1



percent) and remove walls (28.6 percent).

Those with a household income of $100,000 and up are more likely to remove walls (29.6 percent), increase ceiling height to add volume (22.2 percent) and vault the ceiling (14.8 percent).

Sixty-five percent of those surveyed plan to improve kitchen lighting. Those living in homes with a market value of $200,000 not only plan to improve lighting, but also are much more likely to add built-in appliances and new windows.

Nearly half of those planning to remodel want to include room for a kitchen table in their new kitchen; only 12.4 percent wanted a separate breakfast room.

Interest in a separate dining room and breakfast room increases as household income in-

## TYPES OF KITCHEN LAYOUT

| | By home value | | By home size | |
|---|---|---|---|---|
| All | Under $100K | $300K plus | Under 1500 sq.ft. | 2600 sq.ft. plus |
| **☐ L-SHAPED** | | | | |
| 33.7% | 35.9% | 27.3% | 38.1% | 14.8% |
| **☐ U-SHAPED** | | | | |
| 29.1 | 25.1 | 33.3 | 23.6 | 40.7 |
| **☐ GALLEY** | | | | |
| 21.0 | 26.6 | 12.1 | 27.6 | 18.5 |
| **☐ ISLAND** | | | | |
| 16.2 | 12.2 | 27.3 | 10.5 | 25.9 |

## PRODUCTS INCLUDED IN KITCHEN REMODELING

| | Home Market Value in thousands | | | |
|---|---|---|---|---|
| | $99 & under | $100 to $199 | $200 to $299 | $300 plus |
| **WALLS** | **76.3%** | **79.1%** | **86.8%** | **88.9%** |
| Paint | 52.0 | 40.9 | 49.1 | 50.0 |
| Wallpaper | 43.3 | 47.3 | 52.8 | 52.8 |
| Ceramic tile | 9.8 | 16.4 | 22.6 | 30.6 |
| Marble | — | — | 1.9 | 2.8 |
| **FLOORS** | **76.3** | **80.9** | **75.5** | **91.7** |
| Vinyl | 49.7 | 51.8 | 50.9 | 47.2 |
| Ceramic tile | 12.7 | 19.1 | 17.0 | 30.6 |
| Carpeted | 12.7 | 7.3 | 1.9 | 2.8 |
| Hardwood | 4.6 | 6.4 | 9.4 | 19.4 |
| Marble | 1.7 | 2.4 | — | 11.1 |
| **CABINETS** | **75.1** | **75.5** | **84.9** | **88.9** |
| Wood | 34.7 | 42.7 | 37.7 | 47.2 |
| Custom-made | 24.3 | 21.8 | 35.8 | 47.2 |
| National manufacturer | 13.3 | 20.0 | 18.9 | 30.6 |
| Locally fabricated | 11.0 | 13.6 | 15.1 | 16.7 |
| Laminate-faced | 12.1 | 10.9 | 18.9 | 5.6 |
| European-style | 2.3 | 7.3 | 22.6 | 8.3 |
| **COUNTERTOPS** | **73.4** | **72.7** | **84.9** | **88.9** |
| Laminated plastic | 23.7 | 25.5 | 28.3 | 13.9 |
| Butcher block | 22.0 | 13.6 | 9.4 | 19.4 |
| Solid Corian | 12.1 | 16.4 | 28.3 | 27.8 |
| Other | 19.1 | 24.5 | 30.2 | 33.3 |
| **APPLIANCES** | **70.5** | **78.2** | **79.2** | **86.1** |
| Dishwasher | 41.0 | 50.9 | 50.9 | 75.0 |
| Range/oven | 32.4 | 44.5 | 39.6 | 58.3 |
| Self-cleaning oven | 27.7 | 30.0 | 39.6 | 55.6 |
| Built-in oven | 24.0 | 31.8 | 47.2 | 50.0 |
| Garbage disposal | 26.0 | 27.3 | 32.1 | 47.2 |
| Refrigerator | 24.9 | 31.8 | 24.5 | 19.4 |
| Built-in microwave | 17.9 | 27.3 | 34.0 | 50.0 |
| Built-in refrigerator | 9.2 | 8.2 | 17.0 | 30.6 |
| Trash compactor | 5.8 | 11.8 | 13.2 | 16.7 |
| Appliance garage | 2.9 | 6.4 | 5.7 | 13.9 |
| Hot water dispenser | 2.3 | 3.6 | 7.5 | 19.4 |
| BBQ grill | 1.7 | 3.6 | 5.7 | 19.4 |
| Restaurant range | 1.7 | 1.8 | 1.9 | 80.6 |
| **SINKS/FAUCETS** | **62.4** | **68.2** | **75.5** | **86.6** |
| Double sink | 39.3 | 37.3 | 39.6 | 50.0 |
| Single-handle faucet | 23.7 | 32.7 | 47.2 | 55.6 |
| Stainless steel | 34.1 | 37.3 | 22.6 | 36.1 |
| Enamel/porcelain | 17.9 | 14.5 | 34.0 | 33.3 |
| Water saving faucet | 11.6 | 10.0 | 18.9 | 13.9 |
| Two-handle faucet | 12.7 | 10.9 | 9.4 | 11.1 |
| Second sink | 4.0 | 7.3 | 5.7 | 16.7 |
| Colored faucet | 0.6 | 3.6 | 9.4 | 16.7 |
| Triple sink | 1.7 | 5.5 | — | 11.1 |
| **LIGHTING** | **52.6** | **52.7** | **81.1** | **77.8** |
| Fluorescent | 34.1 | 28.2 | 47.2 | 36.1 |
| Recessed | 19.1 | 26.4 | 30.2 | 38.9 |
| Track | 6.9 | 10.0 | 15.1 | 25.0 |
| **WINDOWS** | **34.1** | **40.9** | **52.8** | **63.9** |
| Exterior | 17.9 | 19.1 | 34.0 | 27.8 |
| Greenhouse | 7.5 | 18.2 | 7.5 | 19.4 |
| Skylight | 6.9 | 11.8 | 18.9 | 5.6 |
| Bay | 5.8 | 7.3 | 7.5 | 19.4 |
| Doors | 23.7 | 27.3 | 30.2 | 30.6 |
| Exterior | 22.0 | 19.1 | 18.9 | 19.4 |
| French | 1.7 | 9.1 | 11.3 | 11.1 |
| **ISLAND** | **19.1** | **18.2** | **15.1** | **27.8** |
| With work and eating space | 14.5 | 10.0 | 5.7 | 13.9 |
| With countertop | 6.9 | 9.1 | 15.1 | 16.7 |
| With sink | 3.5 | 5.5 | 3.8 | 13.9 |
| **MISCELLANEOUS** | **53.2** | **66.4** | **62.3** | **80.6** |
| Ceiling fan | 24.9 | 26.4 | 18.9 | 38.9 |
| Pantry | 11.6 | 22.7 | 20.8 | 50.0 |
| Built-in eating counter | 15.6 | 20.9 | 7.5 | 13.9 |
| Lazy susan | 11.6 | 15.5 | 17.0 | 25.0 |
| Closet shelves | 8.7 | 16.4 | 22.6 | 16.7 |
| Insulation | 11.0 | 14.5 | 15.1 | 13.9 |
| HVAC system | 8.1 | 11.8 | 13.2 | 16.7 |
| Roofing | 8.7 | 10.9 | 13.2 | 11.1 |
| Siding | 8.1 | 7.3 | 11.3 | 5.6 |
| Laundry/utility closet | 5.2 | 10.9 | 3.8 | 5.6 |
| Intercom | 2.9 | 2.7 | 3.8 | 5.6 |
| Built-in table | 1.2 | 4.5 | 1.9 | 2.8 |
| Thermostats | 1.7 | 1.8 | — | 8.3 |
| Locksets | 2.9 | — | — | 5.6 |
| Warming drawer | — | — | — | 2.8 |

## In the bath, homeowners want upgraded cabinets and storage

creases. Nearly 41 percent of those with an income of $100,000 or more wanted a separate dining room; 25.9 percent wanted a separate breakfast room.

L-shaped kitchens are preferred just slightly more than U-shaped or galley kitchens. Island kitchens are slightly more popular in more expensive and larger homes. More than 40 percent of those who live in homes between 1200 and 1799 square feet prefer L-shaped kitchens. U-shaped kitchens are the choice for more expensive homes and for 46.2 percent of those earning $100,000 or more a year.

Homeowners express a strong preference for wood cabinets in both the kitchen and the bathroom. And they like both paint and wallpaper to finish the walls in their kitchens. Paint, wallpaper and ceramic tile run neck and neck

**REMODELING THE BATHROOM**

| | Total | Age of house in years: 15 or less | 16-43 | 44 plus |
|---|---|---|---|---|
| Upgrade cabinetry | 81.1% | 68.2% | 82.0% | 83.1% |
| Increase storage space | 47.8 | 50.0 | 43.5 | 52.8 |
| Expand existing bathroom | 21.1 | 40.9 | 20.5 | 16.9 |
| Remove walls | 19.3 | 36.4 | 13.7 | 22.5 |
| Expand outside foundation | 5.3 | 9.0 | 4.3 | 5.6 |
| Increase ceiling height | 4.8 | 4.5 | 2.6 | 7.9 |
| Open to vaulted ceiling | 2.2 | 4.5 | 2.6 | 1.1 |
| Make a garden bathroom | 3.5 | 4.5 | 4.3 | 2.2 |

as choices for bathroom walls. Interest in ceramic tile and marble in the kitchen increases as the market value of the home increases.

Vinyl flooring is popular in all price ranges. Carpeting is more popular in less expensive homes. Hardwood, tile and marble floor coverings increase in popularity as the market value of the home increases.

In bathroom remodeling, expansion of the space is not as important to consumers as is upgrading cabinetry and increasing storage space.

Results detailing what homeowners expect from room additions will be published in a future issue.

Remodelers can use these kitchen and bath results to meet buyer demands and plan strategies for winning more bids. □

**FEATURES HOMEOWNERS PLAN**

**TO ADD IN THEIR BATHROOM**

| Feature | % of homeowners | Home value $200K plus |
|---|---|---|
| Add bathroom to master bedroom | 16.0% | 27.3% |
| New secondary bathroom | 13.7 | 15.2 |
| New powder room | 9.2 | 3.0 |
| Laundry | 7.6 | 6.1 |
| Walk-in closet | 19.1 | 17.3 |
| Utility closet | 23.7 | 18.2 |
| Window(s) | 35.9 | 48.5 |
| Skylight | 20.6 | 36.4 |
| Doors | 29.0 | 24.2 |
| Walls | 32.8 | 27.3 |

**PRODUCTS INCLUDED IN BATHROOM REMODELING**

| | (Home market value in thousands) Under $99 | $100 to $199 | $200 to $299 | $300 plus |
|---|---|---|---|---|
| **WALLS** | **87.3%** | **87.2%** | **92.9%** | **89.0%** |
| Wallpaper | 43.9 | 44.9 | 57.1 | 31.9 |
| Ceramic tile | 37.6 | 41.5 | 42.9 | 34.5 |
| Paint | 40.1 | 33.3 | 33.3 | 31.9 |
| Mirrored | 5.1 | 7.7 | 7.1 | 13.8 |
| Marble | 0.6 | 5.1 | 4.8 | 3.4 |
| **FLOORS** | **85.4** | **82.1** | **90.5** | **89.0** |
| Ceramic tile | 24.8 | 46.2 | 57.1 | 41.4 |
| Vinyl | 36.9 | 15.4 | 16.7 | 20.7 |
| Carpeted | 24.2 | 23.1 | 9.5 | 10.3 |
| Marble | 1.9 | 2.6 | 7.1 | — |
| Wood | 1.9 | 1.3 | 2.4 | 3.4 |
| **CABINETS** | **74.5** | **67.9** | **81.0** | **72.4** |
| Medicine | 43.9 | 33.3 | 38.1 | 44.8 |
| Wood | 29.3 | 26.9 | 31.0 | 44.8 |
| Custom made | 17.2 | 29.5 | 28.6 | 34.5 |
| Linen storage | 21.0 | 15.4 | 9.5 | 31.0 |
| National manufacturer | 17.2 | 14.1 | 16.7 | 20.7 |
| Laminate-faced | 7.0 | 10.3 | 19.0 | 10.3 |
| **FAUCETS/FIXTURES** | **72.6** | **69.2** | **81.0** | **79.3** |
| Two-handle faucet | 33.8 | 34.6 | 45.2 | 51.7 |
| Plumbing fixtures | 31.8 | 33.3 | 42.9 | 34.5 |
| Single-handle faucet | 30.6 | 28.2 | 35.7 | 31.0 |
| **TUB/SHOWER** | **64.3** | **70.5** | **59.5** | **65.5** |
| Tub/shower door | 42.7 | 34.6 | 31.0 | 27.6 |
| Water-saving shower heads | 29.9 | 30.8 | 21.4 | 17.2 |
| Separate shower | 7.6 | 26.9 | 26.2 | 27.6 |
| Whirlpool | 3.8 | 15.4 | 11.9 | 20.7 |
| **VANITY** | **58.6** | **61.5** | **66.7** | **62.1** |
| With one bowl | 51.6 | 50.0 | 52.4 | 41.4 |
| With two bowls | 7.0 | 11.5 | 14.3 | 20.7 |
| **COUNTERTOPS** | **54.1** | **56.4** | **64.3** | **72.4** |
| Laminate | 17.2 | 17.9 | 11.9 | 10.3 |
| Marble | 15.9 | 12.8 | 16.7 | 13.8 |
| Ceramic tile | 12.1 | 11.5 | 14.3 | 41.4 |
| Corian | 11.5 | 16.7 | 21.4 | 13.8 |
| **LIGHTING** | **48.4** | **39.7** | **50.0** | **31.0** |
| Fluorescent | 24.2 | 12.8 | 19.0 | 20.7 |
| Recessed | 14.6 | 20.5 | 26.2 | 17.2 |
| Track | 12.7 | 10.3 | 11.9 | 3.4 |
| **CLOSETS** | **22.9** | **25.6** | **21.4** | **24.1** |
| Closet shelving | 18.5 | 16.7 | 19.0 | 3.4 |
| Walk-in | 4.5 | 14.1 | — | 20.7 |
| Laundry/utility | 5.1 | 2.6 | 9.5 | 6.9 |
| **TOILET/BIDET** | **21.7** | **19.2** | **21.4** | **31.0** |
| Compartmentalized | 20.4 | 16.7 | 21.4 | 20.7 |
| Bidet | 1.3 | 2.6 | 2.4 | 10.3 |
| **WINDOWS** | **10.8** | **12.8** | **31.0** | **20.7** |
| Skylight | 4.5 | 7.7 | 26.2 | 13.8 |
| Bay | 6.6 | 6.4 | 4.8 | 6.9 |
| **MISCELLANEOUS** | **55.4** | **55.1** | **61.9** | **62.1** |
| Exhaust fan | 33.8 | 33.3 | 50.0 | 41.4 |
| Safety features | 19.7 | 17.9 | 21.4 | 17.2 |
| Bathroom heater | 12.7 | 16.7 | 21.4 | 24.1 |
| Ceiling fan | 12.7 | 12.8 | 11.9 | 10.3 |
| Pedestal lavatory | 8.3 | 10.3 | 7.1 | 3.4 |
| Siding | 5.1 | 5.1 | 7.1 | 3.4 |
| Roofing | 3.2 | 3.8 | 7.1 | 10.3 |
| Dressing area | 2.5 | 5.1 | 4.8 | 6.9 |
| Sauna | 1.3 | 1.3 | — | 6.9 |
| Intercom | 1.3 | 1.3 | — | 3.4 |
| Fireplace | 1.9 | 1.3 | — | — |
| Garden bath | — | 2.6 | — | — |
| Fitness equipment | 0.6 | — | — | 3.4 |